

**Providence Tourism Council
d/b/a Providence Convention Authority
Minutes to Board of Directors meeting
July 23, 2015, 4:00 pm**

Members Present: Socrates Ramirez, Josh Heidenreich, Jim Paulon, Alex Gorriaran, James McCarvill, Jennifer Bramley, Meg Clurman, Pamela Baldwin

Also Present: Susann DellaRosa (accountant), Susan Leach DeBlasio (legal counsel), Krisen Adamo, Theresa Agonia, Lynne McCormack, Christina Robbio, Matt Shumate, Mayor Jorge Elorza

I. Call to Order: Jennifer Bramley, Chair, called the meeting to order at 4:00 pm

II. Minutes of previous meeting: Amendment to minutes- Jim Paulon instead of James McCarvill recused on Jr. Achievement vote. Motion to approve with amendment was made by Alexis Gorriaran. Seconded by Josh Heidenreich, motion carried unanimously.

III. Financial Report/ Budget Review for Fiscal Year 2015/2016: Susann DellaRosa reviewed the PTC balance sheet to date, and presented budget for upcoming fiscal year. The budget was based on 2014/15 hotel revenue rate, perhaps conservative. A motion to approve the 2015-16 budget was made by Meg Clurman, seconded by Mr. Gorriaran. Motion carried unanimously.

IV. Mayoral Greeting: Ms Bramley welcomed Mayor Elorza and thanked him for joining. She then updated the Mayor as to progress made on policies and procedures, grants awards, and budget elements. Ms. Bramley spoke of the dedication and thoughtful engagement of the all-volunteer board members. Mayor Elorza thanked the members for their continuing service, and expressed how important the PTC is to the economic development of the City.

V. Upcoming RFP for PR Services: Kristen Adamo and others are working on a template based on past processes to create RFP procedures template. A motion was made by Mr. Paulon to vote on extending Lou Hammond Associates contract for 6 months during the RFP process, Mr. Paulon seconded. Motion carried unanimously. Vote was taken to extend contract; passes unanimously.

VI. PWCVB Report: Ms. Adamo presented extensive report on her bureau's recent extended outreach on behalf of increasing tourism in Providence.

VII. Report from Arts, Culture, and Tourism: Lynne McCormack followed up with final reports on International Arts Festival. Expecting word of mouth to help increase visitor stays and interest in an expanded weekend schedule. 4th of July celebration was huge success, Ms. McCormack thanked the Counsel for it's continued support.

VIII. Policy and Procedures Update: Ms. Bramley stated the main priorities of Policy and Procedures Committee as standardizing grants process, improving public communications, and updating the grants application and post-grant reporting

procedures. Mr. Gorriaran shared mock up of website landing page, asked group for any unique pictures to use on website. Ms. McCormack suggested working with Ms. Adamo to clarify links. Policy and procedures committee is working on updating grant application, hoping to have draft for next meeting.

IX. New Business: The possibility of having past grantees host PTC meetings was discussed. Opportunity for Counsel to learn more about the organizations it supports.

Ongoing Wayfinding project was discussed. Old signage is confusing, and inadequate. Examples of new signage were reviewed.

X. Next meeting set for September 24, 2015, 4pm

XII. Motion to adjourn was made by Mr. Gorriaran. Seconded by Mr. McCarvill. Motion passed unanimously. Meeting adjourned at 4:50pm.